DEVELOPING A GUIDE BOOK FOR TOUR GUIDES AT SOLO TECHNOPARK

FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the Applied Foreign Language Bachelor's Degree

by

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2025

STATEMENT OF ORIGINALITY

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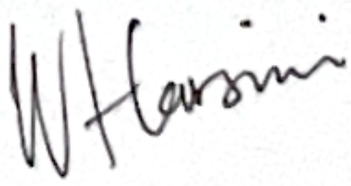

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ACKNOWLEDGEMENT

All praise and gratitude are due to God Almighty's blessings, guidance, and strength that enabled the researchers to complete this final project titled "Developing a Guide Book for Tour Guides at Solo Technopark." This project is submitted as a requirement for the Bachelor of Applied Degree in the Applied Foreign Language Program at Vocational College, Diponegoro University. With deep respect and appreciation, the researchers sincerely thank:

1. Windy Harsiwi, S.Pd., M.Int.Cul. as the academic supervisor, for her guidance, constructive feedback, and encouragement throughout the writing process.
2. All lecturers and teaching staff in the Applied Foreign Language Program for the knowledge and experiences shared during the researcher's academic journey.
3. All Solo Technopark staff and supervisors for granting permission, sharing insights, and providing essential data for this research.
4. The researchers' parents, family, and friends, whose unwavering support, prayers, and encouragement have been a constant source of strength.

The researchers realize that this guide book is far from perfect. Therefore, constructive criticism and suggestions are highly expected for future improvements. Hopefully, this guide book can provide the greatest benefits for Solo Technopark, especially for tour guides, and contribute to improving the quality of educational and tourism experiences at Solo Technopark.

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY ii
APPROVAL SHEET iii
ACCEPTANCE v
ACKNOWLEDGEMENT vi
TABLE OF CONTENTS vii
LIST OF FIGURES x
LIST OF TABLES xii
LIST OF APPENDICES xiii
ABSTRACT xiv
ABSTRAK xv
CHAPTER I 16
INTRODUCTION 16
1.1 Background of the Research 16
1.2 Statements of the Problem 19
1.3 Research Objectives 19
1.4 Significance of The Study 19
1.5 Research Output 20
CHAPTER II 21
LITERATURE REVIEW 21
2.1 Solo Technopark 21
2.1.1 History of Solo Technopark 21
2.1.2 The Role and Functions of Solo Technopark 22
2.1.3 Organization Structure in Solo Technopark 23
2.1.4 Solo Technopark Program Service 23
2.1.5 Building and Area Facilities 24
2.2 Tour Guide 27
2.2.1 Tour Guide Definition 27
2.2.2. Requirements to Become a Tour Guide 27
2.2.3 Attitudes of Being a Tour Guide 28

2.3 English Language in Tourism 29
2.3.1 Definition of English Language Skills 29
2.3.2 The Importance of English in Tourism Aspects 29
2.3.3 Advantages of Mastering English in the Tourism Sector 29
2.4 Guidebook 30
2.4.1 Guidebook Definition 30
2.4.2 Guidebook Components 30
2.4.3 Advantages of Guidebooks 31
2.5. Previous Studies 32
CHAPTER III 34
METHODOLOGY 34
3.1 Research Methodology 34
3.2 Development Procedures 35
3.2.1 Potential and Problem Analysis 35
3.2.2 Data Collection 36
3.2.3 Product Design 37
3.2.4 Design Validation 38
3.2.5 Design Revision 39
3.2.6 Product Testing 39
3.2.7 Product Revision 40
3.2.8 Production 40
3.3 Location and Research Subject 40
3.4 Timeline Implementation 40
3.5 Budgeting 41
CHAPTER IV 42
RESULT AND DISCUSSION 42
4.1 Results 42
4.1.1 Potential and Problems 42
4.1.2 Data Collection 43

4.1.3 Product Design 45
4.1.4 Design Validation 57
4.1.5 Design Revision 59
4.1.6 Product Testing 62
4.1.7 Product Revision 69
4.1.8 Production 69
4.2 Discussion 73
CHAPTER V 76
CONCLUSION AND SUGGESTION 76
5.1 Conclusion 76
5.2 Suggestion 77
REFERENCES 78
APPENDICES 83

LIST OF FIGURES

Figure 2. 1 Research and Development Building 25
Figure 2. 2 Solo Trade Center Building 26
Figure 2. 3 Sembrani and Gumarang Building 27
Figure 3. 1 Research and Development Model by Borg and Gall…….....34
Figure 3. 2 Steps of Developing Guide Book 35
Figure 3. 3 Questionnaire Form 37
Figure 3. 4 Material Validation Form 39
Figure 3. 5 Media Validation Form..... 39
Figure 4. 1 Outline Guidance Book Material……..45
Figure 4. 2 The Usage of Google Translate 46
Figure 4. 3 The Usage of Grammarly 48
Figure 4. 4 Cover of Guidance 50
Figure 4. 5 Acknowledgement 50
Figure 4. 6 Opening of Content 51
Figure 4. 7 Closing of Content 52
Figure 4. 8 Tour Commentary..... 52
Figure 4. 9 Example of an Explanation of The Facilities in The R&D Building . 52
Figure 4. 10 List of Glossary 53
Figure 4. 11 References..... 53
Figure 4. 12 Biography of The Authors 54
Figure 4. 13 Color Palette 55
Figure 4. 14 Generating a Link to Google Drive into QR Qode..... 57
Figure 4. 15 The Usage of QR Codes in Design..... 57
Figure 4. 16 Form of Media Validation 58
Figure 4. 17 Form of Material Validation..... 59
Figure 4. 18 Cover Before Revision 60
Figure 4. 19 Cover After Revision..... 60
Figure 4. 20 Add a Map to The Guidebook 61
Figure 4. 21 Before Revision 61

Figure 4. 22 After Revision..... 61
Figure 4. 23 Page Before Revision 62
Figure 4. 24 Page After Revision..... 62
Figure 4. 25 Conducting Product Testing with Tour Guide 62
Figure 4. 26 Analysis of Product Testing Number 1 64
Figure 4. 27 Analysis of Product Testing Number 2 64
Figure 4. 28 Analysis of Product Testing Number 3 65
Figure 4. 29 Analysis of Product Testing Number 4 65
Figure 4. 30 Analysis of Product Testing Number 5 66
Figure 4. 31 Analysis of Product Testing Number 6 66
Figure 4. 32 Analysis of Product Testing Number 7 66
Figure 4. 33 Analysis of Product Testing Number 8 67
Figure 4. 34 Analysis of Product Testing Number 9 67
Figure 4. 35 Analysis of Product Testing Number 10 68
Figure 4. 36 Mandiri Digipreneur Hub Before Revision 69
Figure 4. 37 Mandiri Digipreneur Hub After Revision..... 69
Figure 4. 38 First Page of Guidance Book Containing Cover, Acknowledgement, Table of Contents 70
Figure 4. 39 Content about Map of Solo Technopark..... 71
Figure 4. 40 Content about Opening and Closing..... 71
Figure 4. 41 Content about Research and Development Building..... 72
Figure 4. 42 Content about The Solo Trade Center Building 72
Figure 4. 43 Content about Sembrani and Gumarang Buildings 72
Figure 4. 44 Glossary 73
Figure 4. 45 References and Biography..... 73

LIST OF TABLES

Table 3. 1 Timeline of Development 41
Table 3. 2 Budgeting 41
Table 4. 1 Translating Text Using Google Translate…….……47
Table 4. 2 List of Product Validation Questions 63
Table 4. 3 Score of Likert Scale 63
Table 4. 4 Summary of Respondents Perception Based on Average Scores 68

LIST OF APPENDICES

Appendix 1. Result of Questionnaire How Important Guide Book 83
Appendix 2. Acceptance Letter for Internship at Solo Technopark..... 85
Appendix 3. Application for Permission to Collect Data at Solo Technopark 86
Appendix 4. Form of Validation Product..... 87
Appendix 5. QR Code Audio Learning 89
Appendix 6. Turnitin..... 90
Appendix 7. Informant Consent..... 91

ABSTRACT

This research developed a bilingual guidebook for tour guides at Solo Technopark using Borg and Gall's Research and Development (R&D) method (8 stages). The main problem addressed was the lack of standardized materials, which led to inconsistent information and potentially reduced visitor satisfaction. Observations and questionnaires distributed to the Solo Technopark Public Relations team confirmed the urgent need for such a guidebook. All respondents strongly supported a bilingual guidebook with structured commentary. Data collection, including observation, interviews, documentation, and literature review, ensured content relevance and comprehensiveness. The resulting guidebook includes an introduction, bilingual tour scripts, facility explanations, a glossary, and QR codes for audio pronunciation guides. Expert validation and positive feedback from product testing demonstrated the guidebook's effectiveness and practicality. The research contributes to enhancing the quality and professionalism of tour guides at Solo Technopark. The QR-code-based audio feature further supports English language skill improvement, making it a modern, accessible tool. Overall, this guidebook improves the professionalism, consistency, and quality of tour guide services, thereby enhancing Solo Technopark's reputation.

Keywords: Bilingual Guidebook, Tour Guides, Solo Technopark, Research and Development (R&D), QR Code Audio.

ABSTRAK

Penelitian ini mengembangkan buku panduan dwibahasa untuk pemandu wisata di Solo Technopark menggunakan metode Research and Development (R&D) Borg dan Gall (8 tahap). Masalah utama adalah kurangnya materi standar, yang menyebabkan inkonsistensi informasi dan potensi mengurangi kepuasan pengunjung. Observasi dan kuesioner kepada tim Public Relations Solo Technopark menegaskan kebutuhan mendesak akan panduan ini. Semua responden sangat mendukung buku panduan dwibahasa dengan komentar terstruktur. Pengumpulan data meliputi observasi, wawancara, dokumentasi, dan studi literatur untuk memastikan relevansi dan kelengkapan konten. Buku panduan mencakup pengantar, skrip tur dwibahasa, penjelasan fasilitas, glosarium, dan kode QR untuk panduan pengucapan audio. Validasi ahli dan umpan balik positif dari uji produk menunjukkan efektivitas dan kepraktisan buku panduan ini. Kontribusi penelitian ini adalah peningkatan kualitas dan profesionalisme pemandu wisata di Solo Technopark. Fitur audio berbasis kode QR mendukung peningkatan keterampilan bahasa Inggris, menjadikan buku panduan ini alat modern yang mudah diakses. Secara keseluruhan, buku panduan ini meningkatkan profesionalisme, konsistensi, dan kualitas layanan pemandu wisata, serta reputasi Solo Technopark.

Kata kunci: *Buku Panduan Dwibahasa, Pemandu Wisata, Solo Technopark, Penelitian dan Pengembangan, Audio Kode QR.*